

## CLAIMS

What is claimed is:

- 5                   1.       A computer-readable memory having stored thereon a data structure, the data structure being based on a relational data model and comprising:
  - an account entity class for storing a plurality of account data objects;
  - a customer entity class for storing a plurality of customer data objects;
  - 10       and
  - an account involvement entity class for storing an account involvement that establish a relationship among one of the plurality of account data objects and one of the plurality of customer data objects.
- 15                   2.       The data structure of Claim 1, wherein the account entity class includes an account entity for storing the plurality of account data objects.
3.       The data structure of Claim 2, wherein the account entity includes an account entity ID attribute as a primary key.
4.       The data structure of Claim 2, wherein the account entity class further includes an account group entity for establishing a relationship among  
20       two or more of the plurality of account data objects.
5.       The data structure of Claim 4, wherein the account group entity includes an account ID attribute defined as a foreign key.
6.       The data structure of Claim 1, wherein the customer entity class includes a customer entity.

7. The data structure of Claim 6, wherein the customer entity includes a customer ID attribute as a primary key.

8. The data structure of Claim 1, wherein the customer entity class includes a customer involvement entity class, which stores a customer involvement that establish one or more relationships among at least two of the plurality of customer data objects.

9. The data structure of Claim 8, wherein the customer involvement entity class includes a customer involvement entity for storing the customer involvement.

10. The data structure of Claim 8, wherein the customer involvement entity class includes a customer role entity that defines a customer role for at least one of the plurality of customer data objects.

11. The data structure of Claim 1, wherein the account involvement entity class includes an account involvement entity for storing the account involvement.

12. The data structure of Claim 1, wherein the account involvement entity includes an account role entity that defines an account role for at least one of the account data objects.

13. The data structure of Claim 1, further comprising:  
an offering entity class for storing a plurality of offering data objects;  
and  
an offering involvement entity class establishing a relationship between at least one of the plurality of customer data objects and one of the plurality of offering data objects.

14. The data structure of Claim 13, wherein the offering entity class includes a service entity class for storing a plurality of service data objects.

15. The data structure of Claim 13, wherein the offering entity class includes a program entity class, which establishes a relationship between one or more service data objects and one or more product data objects.

16. The data structure of Claim 13, wherein the offering entity class includes a product entity class for storing a plurality of product data objects.

17. The data structure of Claim 16, wherein the offering involvement entity class includes a product involvement entity class for storing a program involvement, which establishes a relationship between at least one of a plurality of product data objects and one of the plurality of customer data objects.

18. The data structure of Claim 17, wherein the product involvement entity class includes a service involvement entity class for storing a service involvement, which establishes a relationship between at least one of a plurality of service data objects and one of the plurality of customer data objects.

19. The data structure of Claim 1, further comprising:  
a provider entity class for storing a plurality of provider data objects;

and

a task entity class for storing a plurality of task data objects, which may be related to one or more of the plurality of provider data objects.

20. A system for storing and processing account-related information by an application program, wherein the account-related information and the

application program are stored in one or more computer-readable memories,  
the system comprising:

a database;

a data structure within the database and including an account entity  
5 class; a customer entity class; and an involvement entity establishing a  
relationship between at least one of the plurality of customer data objects and  
at least one of the plurality of account data objects; and

a data module within the database and including a plurality of account  
data objects stored according to the account entity class and a plurality of  
10 customer data objects stored according to the customer entity class.

21. A method for storing account-related information, comprising:

providing an account entity class for storing a plurality of account data  
objects;

providing a customer entity class for storing a plurality of customer data  
15 objects;

providing an account involvement entity class for storing a plurality of  
account involvements, which establish a relationship between at least one of  
the plurality of customer data objects and at least one of the plurality of  
account data objects.